



Deliver the Next Generation of Personalized, Connected Digital Experiences with OpenText Web Content Management (WCM) Solutions

Delight your customers and drive higher revenue with engaging, optimized experiences across digital channels

Brands today skyrocket in status or fall in prominence – based on how well they build and continually manage their digital presence. Stay competitive by choosing a modern, reliable web content management (WCM) system as the cornerstone of your digital business strategy.

OpenText WCM solutions help you effectively produce, approve, publish, reuse, target, and optimize modern customer experiences for web, mobile web, hybrid mobile applications, digital displays, and other digital channels. You will meet and surpass customer expectations by addressing what they crave: simplicity, quickness, personalization, connectedness across devices, and recommendations that match what they're looking for and may desire. When you truly optimize and deliver the best brand experiences, no matter what channel a customer chooses or where they are in the buying cycle, your business will continue to prove its mettle and see gains in revenue and customer lifetime value.

We know that's no small feat. Forrester says the average enterprise manages 268 web and mobile experiences. Large, global businesses typically maintain multiple websites in multiple languages for different products and lines of business, and for different customer segments. It takes a high-performing, reliable, powerful, and flexible WCM solution to help your organization: manage high volumes of customer-facing content, archive previously published pages, maintain a strong brand identity, smoothly plug into your broader set of applications, and enrich customer experiences by connecting customer and other data you already have access to – all while staying compliant.

OpenText™ TeamSite

OpenText TeamSite has a heritage of powering the creation, management, and publication of customer-facing digital experiences for top global brands. It is a modern, dynamic, and flexible platform for digital experience management that enables marketers to easily take control of omnichannel experiences and campaigns. TeamSite is the WCM application within the OpenText™ Experience Suite Platform and smoothly integrates with other enterprise business applications so you can better understand and target customers,

SUMMARY

WCM goes beyond simply publishing web content, Gartner says, and it is "the process of controlling content for consumption over digital channels through the use of specific management tools based on a core repository."

Elevate your digital strategy by delivering visual, modern customer experiences that are personal, engaging, and profitable. OpenText offers WCM solutions that allow business users to easily create, modify, and study the performance of content they publish – without relying on IT.

ACCOLADE

OpenText™ TeamSite and OpenText™ Web Experience Management – both OpenText WCM solutions – were named as market leaders in the Ovum Decision Matrix: Selecting a Web Experience Management Solution, 2016-17.

while also quickly optimizing content for improved business outcomes, based on experimentation and analytics. TeamSite is also architected so you have the option to use it as a “head-less CMS”– which allows you to push content easily to third-party applications existing now and in the future, no matter how the content is displayed.

OpenText™ Web Experience Management

OpenText Web Experience Management (WEM) is the enterprise-grade solution for creating and managing compelling web content across all organizational, customer-centric touch points – intranet or extranet, public or private. WEM is highly sought after to meet the increasing need for better employee engagement and experiences across digital channels. WEM allows you to incorporate modern tools to collaborate, share, and interact with more traditional employee information and processes. WEM also allows you to please digital customers through visual, responsive experiences – and has strong integrations with SAP® Hybris®, the OpenText™ Experience Suite, and other OpenText portfolio solutions.

OpenText™ Web Site Management

OpenText Web Site Management (WSM) is a nimble and user-friendly platform that transforms your website or intranet into a rich, engaging site by adding social content and functionality, such as ratings, reviews, wikis and blogs. WSM is popular as a departmental solution and in smaller organizations – and it gives users controlled access to content across your organization so that experiences are consistent for employees, customers, partners, and site visitors.

Finding The Best Fit for Your Organization

When you are evaluating WCM solutions, it is key to find a product that best fits your needs. OpenText has the breadth and depth of several mature WCM platforms, tools, and modules – as well as other software products that will help your organization with content management, digital asset management, analytics, and process management.

Here is a list of key characteristics to consider when looking at WCM options:

For the business user:

- Simple, visually intuitive user interface that makes it easy to author, approve, modify, and reuse content
- WYSIWYG editing
- Personalization, targeting, segmentation
- Contextual search
- Content performance metrics
- Native engagement analytics
- Self-service A/B testing
- Integrations with other business applications, such as CRM, SAP, customer communications management, social media, marketing automation, ecommerce, analytics, digital asset management
- Omnichannel delivery

What Do OpenText WCM Solutions Offer?

- A better understanding of digital audiences and content performance through analytics and experimentation
- The ability to target, segment, personalize, and optimize content in order to provide richer customer experiences that yield better business outcomes
- Responsive design, adaptive layouts, and robust integrations with leading digital asset management, marketing automation, and ecommerce, and social media platforms
- Easy-to-use interfaces for business users
- Enterprise-grade performance for complex environments with high volumes of content and multiple sites, languages, and digital channels
- More control for marketers and other business users
- Tools to manage templating, workflows, and change management
- On-premises, cloud, and hybrid deployment models
- Centralized brand management for greater consistency and agility
- Direct access to all your digital assets

For administrators:

- Centralized, multi-site management
- Scalability
- User management
- Workflow management
- Archiving and compliance
- Intranet/extranet and public/private usage

For technical users:

- Device emulation for easy QA testing and on-the-glass editing
- Mobile web and hybrid applications
- Metadata management and auto-tagging
- Latest developer frameworks
- Technology stack
- Responsive design
- Pre-built library of mobile-ready templates and components
- Content syndication
- Cloud and other deployment options
- Ability to easily import and convert HTML into templates

We recommend speaking with an OpenText expert to discuss your environment, goals, and requirements in order to find a WCM solution that best fits your needs.

How Can We Help?

Digital content is central to the customer experience. Your customers expect fluid, connected, and personalized digital experiences – across whatever channel they choose.

OpenText Web Content Management solutions offer open, flexible, and connected solutions that help you create, manage, optimize, and publish omnichannel digital experiences that increase engagement, drive revenue, and maximize Customer Lifetime Value.

Contact us at cemsolutions@opentext.com.

More details available:

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www.opentext.com/contact